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**Amendments to the Claims:**

The following listing of claims will replace all prior versions, and listings, of claims in the application:

1. (Currently Amended) A service providing system for associating service with a virtual object having a specified location and a variable shape corresponding to a specified space, for disposing the virtual object in a virtual space associated with an actual space, and for providing service corresponding to the specified space according to a positional relationship between a movable mobile member and the virtual object, comprising:

a storage device that associates object information related to a shape and location of the virtual object with service information specifying a service content, and that stores the object and service information; and

a location-information acquisition device that obtains location information used for identifying a location of the mobile member,

wherein, when it is determined according to the location information obtained by the location-information acquisition device and the object information stored in the storage device that the mobile member is disposed in an inside area of the specified space identified by the shape and location of the virtual object, service corresponding to the specified space is provided according to the service information stored in the storage device.

2. (Previously Presented) A service providing system according to Claim 1, the mobile member and a management terminal that manages the specified space being connected in a communication-allowed manner;

the mobile member includes the location-information acquisition device, and sends the location information obtained by the location-information acquisition device to the management terminal; and

the management terminal having the storage device, and when the management terminal receives the location information, the management terminal determines, according to the received location information and the object information stored in the storage device, whether the mobile member is disposed in the inside area of the specified space identified by the shape and location of the virtual object.

3. (Previously Presented) A service providing system according to Claim 1, the mobile member and a management terminal that manages the virtual object being connected in a communication-allowed manner;

the management terminal includes the storage device, and sends the object information stored in the storage device to the mobile member; and

the mobile member includes the location-information acquisition device, and when the mobile member receives the object information, the mobile member determines, according to the location information obtained by the location-information acquisition device and the received object information, whether the mobile member is disposed in the inside area of the specified space identified by the shape and location of the virtual object.

4. (Previously Presented) A service providing system according to Claim 2, wherein, when the result of the determination indicates that the mobile member is disposed in the inside area of the specified space identified by the shape and location of the virtual object, the management terminal provides service corresponding to the virtual object based on the service information stored in the storage device.

5. (Previously Presented) A service providing system according to Claim 2, the management terminal sending the service information stored in the storage device to the mobile member, and

when the result of the determination indicates that the mobile member is disposed in the inside area of the specified space identified by the shape and location of the

virtual object, the mobile member provides service corresponding to the specified space based on the received service information.

6. (Previously Presented) A service providing system according to Claim 2, the management terminal further comprising:

an input device that performs an input related to at least one of generation, deletion, and update of the object information; and

an object-information processing device that generates, deletes or updates the object information according to the content of the input performed by the input device.

7. (Previously Presented) A service providing system according to Claim 1, the service information being operation information specifying a content of an operation of the mobile member or another apparatus, and

when it is determined that the mobile member is disposed in the inside area of the specified space identified by the shape and location of the virtual object, the mobile member or the another apparatus is operated based on the operation information corresponding to the specified space stored in the storage device.

8. (Previously Presented) A service providing system according to Claim 1, the service information specifying a content of service in which media information related to at least one of characters, images, and video is provided for the mobile member, and

when it is determined that the mobile member is disposed in the inside area of the specified space identified by the shape and location of the virtual object, the media information is provided for the mobile member based on the service information corresponding to the specified space, stored in the storage device.

9. (Previously Presented) A service providing system according to Claim 1,

the service information specifying a content of service in which notice information related to at least one of a notice and guidance information related to a guidance is provided for the mobile member, and

when it is determined that the mobile member is disposed in the inside area of the specified space identified by the shape and location of the virtual object, the notice information and the guidance information are provided for the mobile member based on the service information corresponding to the specified space, stored in the storage device.

10. (Previously Presented) A service providing system according to Claim 1, the mobile member being a portable terminal.

11. (Currently Amended) A service providing system for associating service with a virtual object having a specified location and a variable shape corresponding to a specified space, for disposing the virtual object in a virtual space associated with an actual space, and for providing service corresponding to the specified space based on a positional relationship between a movable mobile member and the specified space, comprising:

a storage device that associates object information related to the virtual object with operation information specifying a content of an operation of the mobile member or another apparatus, and that stores the object information and the operation information,

wherein, when it is determined, according to the object information stored in the storage device, that the positional relationship between the mobile member and the specified space satisfies a predetermined condition, the mobile member or the another apparatus is operated based on the operation information corresponding to the specified space stored in the storage device.

12. (Currently Amended) A service providing system for associating service with a virtual object having a specified location and a variable shape corresponding to a specified space, for disposing the virtual object in a virtual space associated with an actual space, and

for providing service corresponding to the specified space according to a positional relationship between a movable mobile member and the virtual object, comprising:

a storage device that associates object information related to the virtual object with service information specifying the content of service, and that stores the object and service information;

wherein, when it is determined according to the object information stored in the storage device that the positional relationship between the mobile member and the specified space satisfies a predetermined condition, the service corresponding to the specified space is provided based on the service information stored in the storage device; and

further comprising an input device that performs an input related to at least one of generation, deletion, and update of the object information; and

an object-information processing device that generates, deletes, or updates the object information according to the content of the input performed by the input device.

13. (Previously Presented) A terminal connected to the mobile member used in a service providing system according to Claim 2 in a communication-allowed manner, comprising a storage device,

wherein, when the terminal receives the location information, the terminal determines, according to the received location information and the object information stored in the storage device, whether the mobile member is disposed in the inside area of the specified space identified by the shape and location of the virtual object.

14. (Previously Presented) A mobile member connected to the management terminal used in a service providing system according to Claim 3 in a communication-allowed manner, comprising a location-information acquisition device,

wherein, when the mobile member receives the object information, the mobile member determines, according to the location information obtained by the location-

information acquisition device and the received object information, whether the mobile member is disposed in the inside area of the specified space identified by the shape and location of the virtual object.

15. (Currently Amended) A service providing program for associating service with a virtual object having a specified location and a variable shape corresponding to a specified space, for disposing the virtual object in a virtual space associated with an actual space, and for providing service corresponding to the specified space according to a positional relationship between a movable mobile member and the virtual object, the program making a computer, which is capable of using a storage device that associates and stores object information related to the shape and location of the virtual object with service information specifying a service content, and a location-information acquisition device that obtains location information used for identifying the location of the mobile member, execute processing in which:

when it is determined according to the location information obtained by the location-information acquisition device and the object information stored in the storage device that the mobile member is disposed in the inside area of the specified space identified by the shape and location of the virtual object, service corresponding to the specified space is provided based on the service information stored in the storage device.

16. (Currently Amended) A service providing program for associating service with a virtual object having a specified location and a variable shape corresponding to a specified space, for disposing the virtual object in a virtual space associated with an actual space, and for providing service corresponding to the specified space according to a positional relationship between a movable mobile member and the specified space, the program making a computer, which is capable of using a storage device that associates and stores object

information related to the virtual object with operation information specifying a content of an operation of the mobile member or another apparatus, execute processing in which:

when it is determined according to the object information stored in the storage device that the positional relationship between the mobile member and the specified space satisfies a predetermined condition, the mobile member or the another apparatus is operated based on the operation information corresponding to the specified space stored in the storage device.

17. (Currently Amended) A service providing program for associating service with a virtual object having a specified location and a variable shape corresponding to a specified space, for disposing the virtual object in a virtual space associated with an actual space, and for providing service corresponding to the specified space according to a positional relationship between a movable mobile member and the specified space, the program making a computer, which is capable of using a storage device that associates and stores object information related to the virtual object with service information specifying the content of service, execute:

processing in which, when it is determined according to the object information stored in the storage device that the positional relationship between the mobile member and the specified space satisfies a predetermined condition, the service corresponding to the specified space is provided based on the service information stored in the storage device, and

processing implemented as an input device that performs an input related to at least one of generation, deletion, and update of the object information, and object-information processing device that generates, deletes, or updates the object information according to a content of the input performed by the input device.

18. (Currently Amended) A service providing method for associating service with a virtual object having a specified location and a variable shape corresponding to a specified



space, for disposing the virtual object in a virtual space associated with an actual space, and for providing service corresponding to the specified space based on a positional relationship between a movable mobile member and the specified space, comprising:

associating and storing object information related to the shape and location of the virtual object with service information specifying a service content; and

obtaining location information used for identifying the location of the mobile member; and

when it is determined, according to the obtained location information and the stored object information, that the mobile member is disposed in the inside area of the specified space identified by the shape and location of the virtual object, providing service corresponding to the specified space according to the stored service information.

19. (Currently Amended) A service providing method for associating service with a virtual object having a specified location and a variable shape corresponding to a specified space, for disposing the virtual object in a virtual space associated with an actual space, and for providing service corresponding to the specified space according to a positional relationship between a movable mobile member and the specified space, comprising:

associating and storing object information related to the virtual object with operation information specifying the content of an operation of the mobile member or another apparatus; and

when it is determined according to the stored object information that the positional relationship between the mobile member and the specified space satisfies a predetermined condition, the mobile member or the another apparatus is operated based on the stored operation information corresponding to the specified space.

20. (Currently Amended) A service providing method for associating service with a virtual object having a specified location and a variable shape corresponding to a specified

space, for disposing the virtual object in a virtual space associated with an actual space, and for providing service corresponding to the specified space according to a positional relationship between a movable mobile member and the specified space, comprising:

associating and storing object information related to the virtual object with service information specifying the content of service; and

when it is determined according to the stored object information that the positional relationship between the mobile member and the specified space satisfies a predetermined condition, providing the service corresponding to the specified space based on the stored service information;

performing an input related to at least one of generation, deletion, and update of the object information; and

at least one of generating, deleting, and updating the object information based on the content of the performed input.